

LEO BURNETT, U.S.A.

A Division of Leo Burnett Company, Inc.

Ad No. 8-0044 - 1975 Calendar Pack - Reg. No. 57152 - B&W Blend - 81/2x11 - Vending - 75 - (D)
Printed in U.S.A.

1974



More than two of every
three additional cigarette sales you made
last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every vendor who keeps all of his machines properly stocked with Philip Morris brands.

Be sure to ask your Philip Morris man about our new

Vending Improvement Program, the most realistic and productive program in the industry.

Here's the score* for '74:

Gains in Domestic Cigarette Consumption Over 1973

Total Industry - \$14.91 billion

Philip Morris USA - \$10.29 billion

Rest of Industry - \$4.62 billion

Source: 1974 Annual Report, Research Division, January 24, 1975
Courtesy of Philip Morris, 200 Madison Avenue, New York, NY 10016

The Profit Makers come from **Philip Morris USA**

